



THE TRUST EQUATION

The Systematic Process to Get MORE Appointments and Clients Based on Proven Social and Psychological Principles



Leads Are the Lifeblood of Every Business

And yet, **88%** of businesses struggle with cash flow precisely because they DON'T have enough leads coming in every single month.*

The question is, **what do the other 12% do that everyone else is missing?**

You'll find the answer to that in these pages...

*This data comes from a study we commissioned, of over 2,000 business owners



WARNING: This System Is Powerful

But only if you use it the right way.

“The Trust Equation is part 1 of 4 in “The Appointment Generator Workshop: How to Consistently Create High-Ticket Sales Opportunities in 2018,” and while it certainly holds stand-alone value... it’s much more powerful within the context of the other parts of the workshop, especially the accompanying video training lessons.

In each video training you’ll discover more detail, specific examples, and insight to get a deeper understanding of how to use The Appointment Generator system to grow your business.

The good news is that the entire 4-part workshop is still available at no cost to you. To access the other training lessons, including the companion training to this pdf, click the video icon on the top right corner of any page to go back and review the content. You can also access any of the previous videos in the workshop using the images to the right.

WORKSHOP VIDEO SERIES



Part 1:
Create



Part 2:
Build



Part 3:
Connect



Part 4:
Implementation



The Experts in Lead Generation Today

Dear Business Owner,

Hi, I'm Josh Turner, Wall Street Journal bestselling author and the founder and CEO of LinkedSelling, both an Inc. 500 and an Entrepreneur.com 360 company. We are the people behind the groundbreaking, proprietary business growth solution, The Appointment Generator - the system that helps businesses generate high quality leads and produce consistent cash flow every month by creating real relationships online.

This is the system that has helped thousands of clients from all over the world (including names like Neil Patel and Microsoft) gain millions in revenue and sales.

Yet, too many people aren't getting these kinds of results. And that's because they're doing things wrong, and they're not building trust and relationships. My goal is to give you the tools to do it the right way, and to bring the handshake back into your business. We've proven that this is the best way to get the clients you need, so that you can reach the success you know is possible. I'm excited to share our system with you!

Sincerely,

Josh Turner
CEO, LinkedSelling
An Inc 500 Company

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The Problem: "Spray and Pray"

Today, we live in an era of 'me first' self-promotion. The gurus tell you to throw content everywhere and hope it sticks. They tell you shortcuts and hacks for getting attention and clicks, and likes.

The "spray and pray" approach: Trying to be everywhere to everyone and *hoping* that something works.

Today's online tools are being used the wrong way...too many businesses promote themselves first and foremost and go straight for the sale.

Your prospects can smell this a mile away and keep their distance. Unfortunately, the very tools that were built to connect us are being used in a way that keeps us apart.

The good news is that we can change the way we use today's online tools to focus on a strategy that builds TRUST and brings relationships and the handshake to your digital world. If you focus on building strategic relationships, you never have to worry about where your next clients will come from again.



The Power of Relationships

You've probably heard the term "relationship marketing" being thrown around, but what does that really mean? Is it more than just a buzzword?

It's based on a simple psychological principle:

Human connection is as fundamental a need as food or water.

That explains why people trust individuals more than they trust brands...

To sum up: People look online for information but a major factor in their purchasing decisions are personal suggestions from people they know and trust..

What this means for you: You need to find a way to systematically win the trust of your prospects.

Here's the landscape businesses are up against...

- **74%** of consumers identify word-of-mouth as a key influencer in their purchasing decision. – [Ogilvy/Google/TNS](#)
- **90%** of people trust product or service recommendations from people they know, **while only 33% trust messages from a brand.** ([Source](#))
- **76%** of business decision makers say they use online sources to learn about professional service providers. ([Kredible Research](#))
- **74%** of decision makers say they prefer to work with professional service providers who also know their colleagues, friends, or acquaintances. ([Kredible Research](#))



The Power of a Relationship-Based System In Action

"Amongst several new "leads" I have formed relationships that I see as lasting my lifetime".

- Tim Hensley, Financial Advisor



When You Make Trust Part of the Equation...

You Close Bigger Deals

When you build strong relationships, you have the upper-hand when a big deal comes up and the better odds to keep your best clients long-term.

You Keep Long-Term Clients

Forget the inconsistent short-term, quick wins that sap your time, money, and energy. Because you will have connected with long-term loyal clients by building trust first and selling second.

You Get Your Prospects to Open Up More

Your prospects are more open to hear what you have to offer, people already know who you are and what you do and you have more opportunities open up.

This allows you to:

Increase Revenue

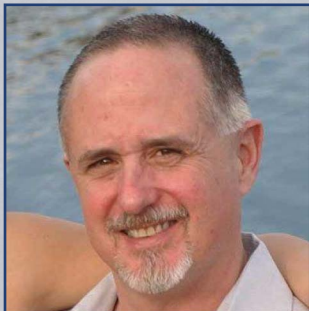
More Sales Appointments
+ Better Prospects
= More Cash Flow

Make An Impact

Work With More Of Your Top Level Of
Client To Make A Bigger Impact

Experience More Freedom

Spend More Time With The Things You
Love About Your Life & Business



The Power of a Relationship-Based System In Action

"The people I am connecting with, literally, I can do business with every single one of them and they are the perfect prospects...and they are warm!"

"[This system] is probably the best decision I've ever made online for generating business. Everything and I mean everything is working exactly like it is outlined and what was promised."

- Ken Roberts, MHI Texas



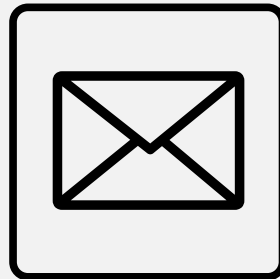
What Are The Best Tools To Help Build Trust Online?

With so many new social media sites, forums, and ways of communicating popping up every single day... you need to be smart in not only how you use these online tools, but which ones you choose.

What you should be looking for:

1. A channel that allows you to build authority.
2. A way to search and find your IDEAL clients.
3. The ability to personally connect and stay in touch with your prospects.

There are many online tools for building relationships and generating leads for your business, but today we are going to focus on the three that will most likely be where you will want to focus:



Facebook

CLICK HERE TO WATCH THE
WALKTHROUGH VIDEO



We'd be remiss if we didn't include Facebook because it is hands-down THE most popular social media outlet worldwide, with 79% of all online U.S. adults registered.

Bust the Myth: One misconception a lot of people have about Facebook is that it's only good for B2C businesses. Not true!

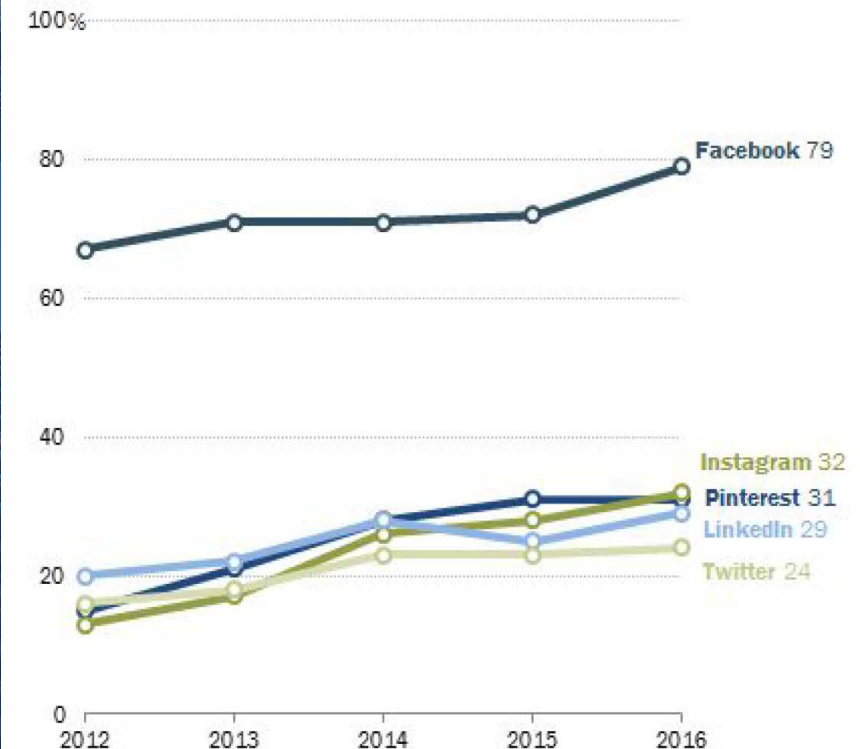
Here are two things to remember:

1. On Facebook people are there to be distracted. But if the distraction also helps them with their work, it's a win-win.
2. Second, behind every B2B business are people.

And as we learned earlier, people make buying decisions from information they find online AND from suggestions by people they trust.

Facebook remains the most popular social media platform

% of online adults who use ...



Note: 86% of Americans are currently internet users
Source: Survey conducted March 7-April 4, 2016.
"Social Media Update 2016"

PEW RESEARCH CENTER



Email

Businesses Love Email:

- 87% of B2B marketers use email marketing to generate new leads.
- 31% of B2B marketers cite email as the channel that has the biggest impact on revenue.

Bust the Myth: Email is NOT dead. Far from it. In fact, it's one of the best ways to build a business relationship...if you approach prospects the right way. Not with a cold and impersonal approach.

It's not email itself that makes the difference; it's how you use it. Focus on building trust, and you'll be able to quickly build relationships with your ideal clients.



The Power of a Relationship-Based System In Action

"Before I started the program... I had no list and no profits to speak of in my company. I was continually getting calls with people who weren't my ideal clients. And I had no idea how to connect with the ones I wanted to do business with. I was just kind of throwing spaghetti at the wall and seeing what would stick. Now, a short few months later with the system in place, we've reached the 6-figure mark and are well on our way to the 7-figure mark, and we have a robust list of leads coming in continually."

- Tai Aracen, Aracen Agency



LinkedIn by the Numbers...

The #1 social media channel for lead gen...by a long shot.

LINKEDIN

80.33%

TWITTER

12.73%

FACEBOOK

6.73%

80%
OF LEADS
SOURCED

Though social media for
B2B marketers come from

LINKEDIN

92%

of B2B marketers

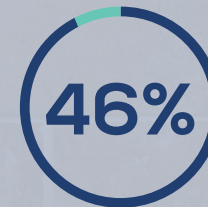
Leverage LinkedIn

over all other social platforms



Replicon found that LinkedIn
messages generate 11x the
response rate compared to
other methods:

80%
OF LEADS
SOURCED



46%

LinkedIn's share
of social media
visits to corporate
websites



Why LinkedIn?

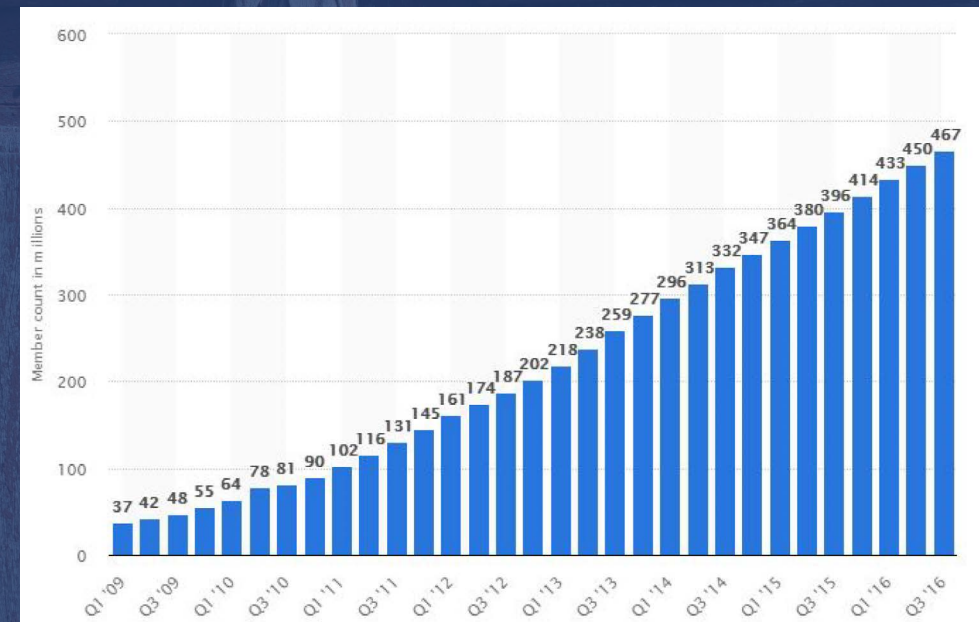
Reason #1: It's Been Around Awhile and Keeps Growing

After it's launch in 2003, LinkedIn started slow (some days with only 20 sign-ups a day) but it grew year after year, adding new capabilities and features every year. Today LinkedIn has an incredible 530 million registered users and it continues to be the fastest growing social media platform.

LinkedIn shows no signs of slowing down as it has seen a 517% increase in users just since 2010. And LinkedIn is actually growing at TWICE the active user growth rate than Facebook or Twitter, according to one of LinkedIn's recent SEC filings.

This means that you don't have to worry about LinkedIn losing effectiveness, it is here to stay!

LinkedIn Membership Continues to Grow (in millions):





Why LinkedIn?

Reason #2: Your IDEAL Audience Is There

IPSOS, a global market research firm, did a study a while back and found that LinkedIn reaches more business elite and c-suite monthly than any other international news and business website measured.

With more than 530 million members worldwide, including executives from every Fortune 500 company, and millions of businesses around the world.

LinkedIn is a prime place to be if you want to personally connect with your individual prospects.

The Facts: Who's On LinkedIn?

- 41% of millionaires use LinkedIn
- 44% of LinkedIn users earn more than \$75,000 in a year
- 70% of LinkedIn users are from outside the U.S. (30% are within the U.S.)
- 43% of LinkedIn members are in a decision-making role
- 96% of sales executives use LinkedIn at least once a week and spend an average of 6 hours per week on the professional social network.



Why LinkedIn?

Reason #3:

A Built-In Trust Factor

- 70% of professionals describe LinkedIn as a trustworthy source of professional content.
- So not only is the platform itself a great way to personally connect with your prospects, they are already inclined to trust content from LinkedIn - ramping up your own trust factor!

Reason #4:

80% of all B2B social media leads come from LinkedIn.

- Companies are already seeing major results from LinkedIn precisely because it enables them to get in front of and connect with their ideal prospects.



The Power of a Relationship-Based System In Action

"THIS S#IT WORKS.

Just had a call with someone that found me because of my headline on LI. (which she saw on a comment I made on some random post)...

Booked a call with me because of my summary...

Signing to do a \$15k package after one call.

All from the headline.

Nice stuff Josh and crew." - Brian Horn, Authority Alchemy



The Trust Equation

Create - Build - Connect



The tools we covered have shown their potential for building relationships and helping you get leads, but without a strategy to follow, it's too easy to fall into the “spray and pray” trap. You need a systematized strategy that inspires trust, nurtures it, and then moves these online connections into real world consultations.

Here's the three step process that we've refined and used to generate millions of dollars in sales for our clients:

Connect with your Top Prospects and tactfully develop relationships to get more sales appointments, more clients, and make a bigger impact.

CONNECT

3

Build Authority & Trust with your prospects through simple positioning and engagement strategies.

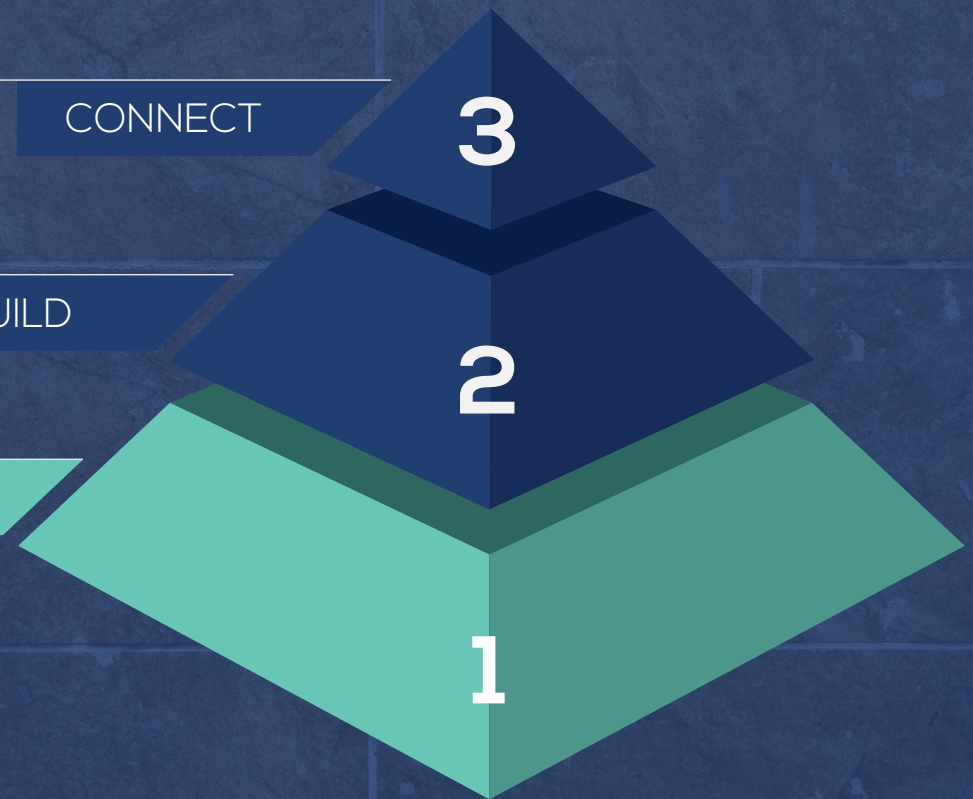
BUILD

2

Create Your Foundation. You need a deep understanding of what makes your prospects act otherwise the entire lead gen structure we're building will collapse.

CREATE

1





The Trust Equation

1. CREATE

THE CREATE PHASE

CREATE a first impression for your prospects that will lay the foundation for trust and relationships.

In this section you'll want to get hyper-clear on WHO you'll be targeting and WHAT motivates them to act.

...so you know exactly who your very best clients are, where they can be found in droves, and what really makes them tick.

You'll want to take this information and create an optimized social media profile.

YOUR CHECKLIST

1. Define Your Niche - what is your area of focus?
2. Identify your 'prospect profile'. This is your customer avatar.
3. Create a list of your prospect's value identifiers. What do they care about? What do they want to achieve?



The Trust Equation

2. BUILD

THE BUILD PHASE

BUILD trust and authority in your market, through a unique strategy we've developed called the Authority Leadership Platform.

This is where you'll build a community specifically for your audience. A place they want to join and be a part of.

You'll also amplify your authority through curating and sharing content with your prospects.

YOUR CHECKLIST

1. Name your LinkedIn (or Facebook) group.
2. Review value identifiers and research the content that your audience typically follows.



The Trust Equation

3. CONNECT

THE CONNECT PHASE

CONNECT with your prospects to generate a consistent stream of new leads and appointments, by using warm, inviting messaging.

This is where the results start POURING in.

Instead of sitting back and waiting, you'll proactively find and connect with your prospects. Then work them through a multi-touchpoint messaging campaign that builds trust, authority, and familiarity before asking for a sales appointment.

YOUR CHECKLIST

1. Find your audience on LinkedIn. (read on to learn how to do this).
2. Focus on building relationships - don't go for the sale immediately.



The Appointment Generator Workshop

Watch part 1 of the companion workshop series to dive deep into the strategy behind the Trust Equation and see what a difference it can make in your business when you build your business around real relationships.



Watch Part 1 Here



The Power of a Relationship-Based System In Action

"I knew I needed a system to bring in clients.[...] The biggest benefit is the increase in revenue. My revenue has doubled because of the system and I've gained 112 clients. We have thousands of people that we're working through the process and my business is just exploding."

- MIKE MERTZ, CEO at Mertz-International Limited



To Sum It All Up...

Why do businesses struggle with getting leads?

1. They don't focus on building trust and nurturing relationships.

AND

2. They don't have a strategic system to make it happen consistently.

The Power of a Relationship-Based System In Action

The Power of a Relationship-Based System In Action "After almost 10 years, our business was almost non-existent. We had never made a consistent income. We spent tens of thousands of Dollars on courses (seriously) - over \$15,000 on mailers, and on and on. NOTHING converted into getting us new clients - AND I MEAN NOTHING!

We just wanted something consistent. We just wanted to pay the bills and get out of our regular jobs. We started thinking we were never going to be able to "get off the ground", let alone be financially independent.

Once we started implementing this system, things really started turning around. We actually started getting clients through LinkedIn. AND it didn't even cost anything!

My boyfriend and I were able to leave our jobs! We now have enough clients to pay us 3 times what we made at our regular jobs. Every month! Not just some months...



And it has been less than 1 year, so we are still expanding. Our goal this year is to be in the top 1% of earners in Idaho. What a difference a year can make!!!"

- Luda D.
Founder, ClickWhipt



What's Next?

Now, if you're interested in putting the 3 Step Strategy of the Trust Equation to the test, here's something simple you can do today to test if it will work in your business.

Where are your Prospects?

Let's use LinkedIn as an example and see exactly how many of your prospects are there.

Here's how:

Let's say you want to work with CEOs of Construction Companies. A simple search will tell you how many there are and allow you to choose the best fits for your business.



The Power of a Relationship-Based System In Action

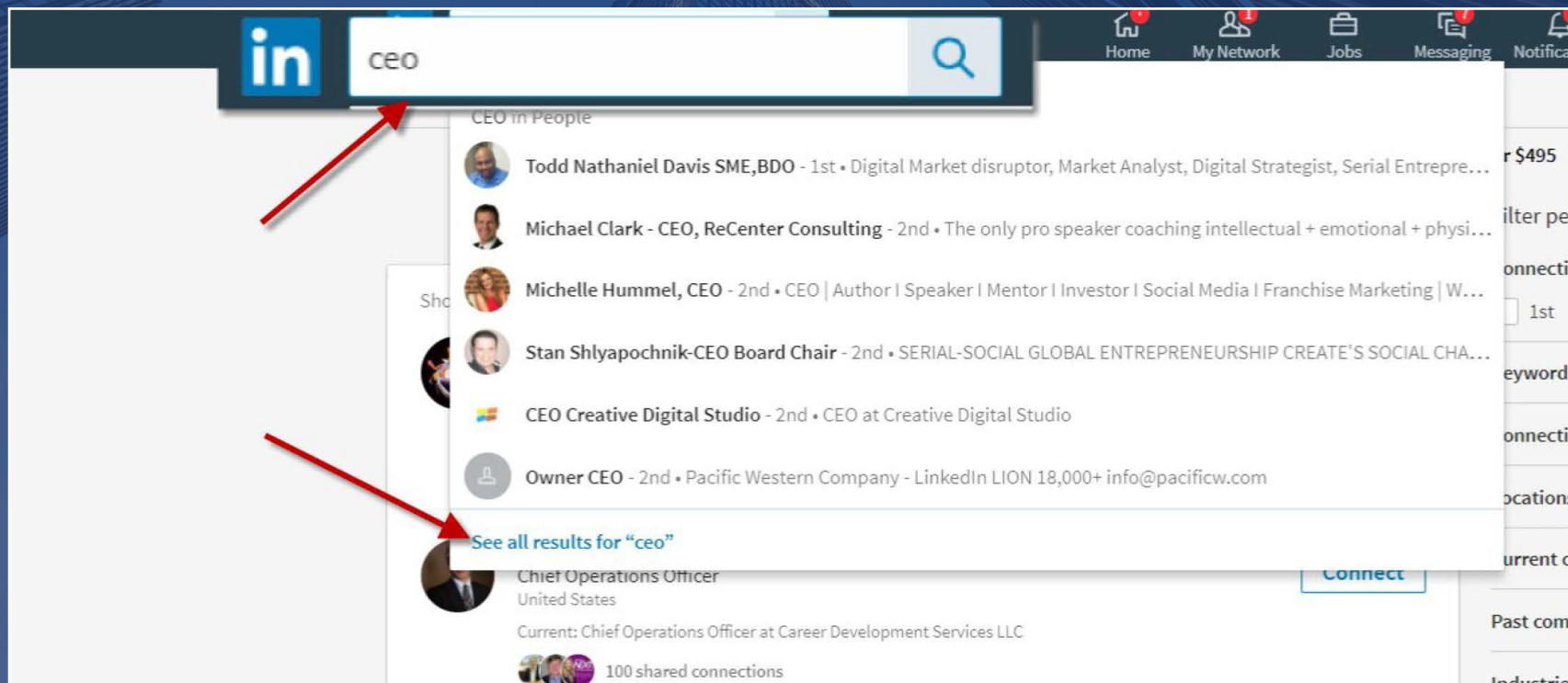
"The biggest benefit is having a system and a process. [The system] provided a framework to reach out to people that I didn't have before. The results promised at the beginning were met. The system is awesome! It opened me up to new ways to grow my business."

- CATRINA CRAFT, Craft Entertainment CFO



STEP 1:

Go to the search bar and type the title of the people you want to do business with. You'll want to plug in the details for what makes sense for YOUR business. If you are targeting realtors type in Realtor. Marketing Managers? Type in Marketing Manager.





STEP 2:

Pinpoint your exact prospects using LinkedIn's Advanced Filters.

Choose People from the top menu and use the filters on the right-hand side. You can narrow your search by location, industry, or even more specific job titles (under keywords).

The screenshot shows the LinkedIn search interface. At the top, the search bar contains 'ceo'. Below the navigation bar, the 'People' tab is selected, indicated by a red arrow. The search results show 'Showing 3,956,794 results' and a list of profiles. On the right, the 'Filter people by' sidebar is open, highlighted with a red box and a red arrow. The sidebar includes filters for Connections (1st, 2nd, 3rd+), Keywords, Connections of, Locations, Current companies, Past companies, Industries, Profile language, Nonprofit interests, and Schools. An 'Export page results' button is also visible above the sidebar.



STEP 2: *(continued)*

For our example we've pinpointed our target prospect's as CEOs of companies in the CONSTRUCTION industry.

Plug in what information you need.

Maybe you are targeting VP of Sales in the IT industry.
Or Marketing Managers in the Financial industry.

Or maybe it's simply Local Business owners.

Add in the filters that matter to help you find your audience.

Don't get too specific. Leave yourself some room at this point. We'll discuss narrowing in on your targets throughout the workshop.

But for now – just get an idea for what's out there.

The image shows a screenshot of the LinkedIn search filters interface. The 'Filter people by' section is expanded, showing various filter categories. The 'Title' field is highlighted with a red box and contains the text 'ceo'. The 'Industries' section is also highlighted with a red box, showing a list of industries with 'Construction' selected (indicated by a blue checkmark). A red arrow points to the '+ Add' button at the bottom of the industries list. Other filter categories visible include Connections, Keywords, Company, School, Connections of, Locations, Current companies, Past companies, Profile language, Nonprofit interests, and Schools.



STEP 3:

Get a snapshot of your audience on LinkedIn. In this case it's 85,897. That's a TON of prospects! Some will have millions of prospects others there may be a few hundred or couple thousand that fit your high-ticket client profile.

Showing 85,897 results

Fast Funding: \$5K - \$600K - Try this growing trend in business lending. Receive funding in 24 hours. Ad ...

Export page results

Filter people by Clear all (2)

Connections

☐ 1st ☐ 2nd ☐ 3rd+

Keywords

First name

Last name

Title

ceo

Company

School

Connections of

Locations



Final Word

Test this out with a few different industries and you'll see that you have a great opportunity to reach exactly the people you want to work with. From there you can start building trust with them using our three step process, which we'll be walking you through in detail in The Appointment Generator workshop series.

Be sure you watch the companion workshop that will explain in-depth how to use the three steps - Create, Build, and Connect for your business, increase trust with your prospects, and create real relationships for lifelong clients.



Watch Part 1 Here



The Power of a Relationship-Based System In Action

Once he had a lead generation system he could count on, Dan Demers with ReMission Consulting, was able to not only turn around the situation in his business, but also his life.

"Within WEEKS, I closed multiple 5-figure contracts. I have quadrupled our business and am scaling for the next year. We now have a consistent 5-figures per month, and my business has gone from "I love what I do, but I hate the cash flow problem" to "I love what I do, and we can start to have fun, and we can grow the business and we can take vacations! It's been a godsend." - Dan Demers, ReMission Consulting